

YouGov Survey Results

Sample Size: 1719 GB Adults
Fieldwork: 10th - 11th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1719	X	X	X	X	539	408	322	834	885	205	435	588	492	980	739	220	559	368	423	150
Unweighted Sample	1719	408	498	110	205	541	406	371	783	936	136	390	623	570	1144	575	201	616	337	413	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you watch music videos?

Very often	5	2	7	7	4	3	7	4	6	3	14	5	4	0	5	4	6	4	6	5	3
Fairly often	16	14	19	15	12	13	18	12	18	15	27	27	15	5	17	16	18	17	16	14	19
TOTAL OFTEN	21	16	26	22	16	16	25	16	24	18	41	32	19	5	22	20	24	21	22	19	22
Not very often	46	46	46	43	43	44	49	47	46	46	36	51	52	38	44	49	50	45	46	45	43
Not at all	32	38	28	34	40	39	26	37	29	35	20	15	29	57	34	30	25	33	31	35	35
TOTAL NOT OFTEN	78	84	74	77	83	83	75	84	75	81	56	66	81	95	78	79	75	78	77	80	78
Don't know	1	1	0	1	0	0	0	1	1	1	3	2	0	0	1	1	0	2	0	1	1

Thinking about sexual content in music videos, do you think it is generally acceptable or unacceptable?

Generally acceptable	33	35	36	40	25	33	34	30	45	23	46	41	33	23	34	33	35	36	34	32	22
Generally unacceptable	51	52	50	38	57	53	51	48	39	62	46	46	54	55	51	51	50	48	51	51	64
Don't know	16	13	14	21	18	13	14	21	16	15	9	13	14	23	15	16	15	17	15	16	14

And how much, if at all, of a problem do you think sexual content in music videos is?

A very big problem	19	18	17	11	32	19	21	15	14	24	10	18	19	25	20	18	24	16	19	20	21
A bit of a problem	38	39	38	34	27	40	36	38	31	44	45	37	38	35	38	37	34	37	41	37	39
TOTAL A PROBLEM	57	57	55	45	59	59	57	53	45	68	55	55	57	60	58	55	58	53	60	57	60
Not much of a problem	24	25	24	36	20	23	24	27	29	19	23	28	27	17	24	23	20	28	22	25	17
Not a problem at all	9	8	10	9	9	9	7	8	15	2	18	10	8	4	8	9	14	9	7	8	7
TOTAL NOT A PROBLEM	33	33	34	45	29	32	31	35	44	21	41	38	35	21	32	32	34	37	29	33	24
Don't know	11	10	11	10	12	9	12	12	11	11	5	8	8	19	10	12	8	11	11	10	16